

REMARKS

This Response is presented following an Interview with the Examiner on 23 January 2008. Applicant thanks the Examiner for his Courtesy in extending the opportunity for an interview. The result of the Interview being that the claims as previously presented, appeared to distinguish over the prior art as cited. The Examiner requested that he be permitted to perform a further search to confirm patentability.

I. Rejection under 35 U.S.C. 103(a)

Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 7,062,509 – Nenov et al. in view of U.S. Patent 6,430,554 – Rothschild.

Amended claim 1 recites a method for “determining identifier codes for an object associated with a plurality of identifier codes by a corresponding plurality of entities” comprising “receiving a first message supporting a commercial transaction and including at least a first identifier code identifying an object, said first identifier code being associated with a first entity; extracting said first identifier code from said received first message; accumulating, in a first database, object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction; generating a plurality of messages incorporating said extracted first identifier code, said plurality of messages being for initiating a search of a plurality of different identifier code databases including said first database, said databases linking said first identifier code associated with said first entity to corresponding different identifier codes identifying said object, said different identifier codes being associated with entities different to said first entity; and receiving said different identifier codes corresponding to said first identifier code in response to communicating said plurality of messages”. These features are not shown (or suggested) in Nenov with Rothschild.

The method of amended claim 1 dynamically translates a code or identifier used by a first entity (such as a first company) to identify an object such as a product, service or resource, to multiple corresponding codes or identifiers used by another entity (such as other companies) using multiple code mapping databases (Application page 2 lines 15-17). Specifically, the method involves “generating a plurality of messages incorporating” an “extracted first identifier code, said plurality of

messages being for initiating a search of a plurality of different identifier code databases" including a "first database" derived by "accumulating...object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction".

The system addresses the problems involved in effecting commercial transactions that arise through attempted integration of disparate computer systems where a retailer, one or more distributors and a manufacturer employ different identifier codes for the same part, for example (Application page 1 lines 15-30). The claimed system "alleviates the need to manually synchronize different identifier code mapping databases and files" (Application page 6 lines 17-19). Further, multiple identifier code mapping databases "are advantageously updated using received identifier codes". The system advantageously **accumulates**, in a first database, object identifier code mapping information from identifier codes **derived from** data representing messages supporting **commercial transactions** and sent between entities desiring to effect a commercial transaction". The system also generates a "plurality of messages incorporating said extracted first identifier code, said plurality of messages being for initiating a search of a plurality of different identifier code databases including said **first database**".

In contrast, Nenov teaches a system that stores received raw data and compares raw data of an unidentified product against stored raw data to identify a matching product (best match principles). Nenov nowhere shows or suggests "a first database" including "object identifier code mapping information" for linking one product identifier code to a different product identifier code used for the **same product**. Nenov with Rothschild fails to show or suggest deriving identifier codes "from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction and "accumulating" "object identifier code mapping information" "in a first database".

Nenov does NOT concern mapping object (e.g. product) identifiers between different companies at all. As recognized by the Examiner Nenov does not perform active solicitation i.e. does not show or suggest actively generating messages to be used to interrogate multiple different databases to identify identifier codes different to, but corresponding to, said "first identifier code". Specifically, Nenov fails to suggest "generating a plurality of messages incorporating said extracted first identifier code, said

plurality of messages being for initiating a search of a plurality of different identifier code databases including said first database". Nenov merely teaches "data receiving component 30" that passively receives "raw data" comprising product related data, invoices, sales purchase documents, and accounts. Nenov states "Product data" may include product identifiers, quantities etc. (Nenov column 8 line37 lines 50-60)

Rothschild teaches actively searching UPC code databases to find a **single** particular UPC code. Note, although Rothschild in col. 4 line 3-5 states "Additionally, means may be provided for converting UPC's to such other product identification systems to expand and facilitate product searching", this appears to mean converting UPC codes to ISBN numbers for example, (see column 7 lines 34-38) "the UPC number is converted to an ISBN number". There is no suggestion whatever in Rothschild (with Nenov) of use of "a first database" including "object identifier code mapping information" for linking one product identifier code to a different product identifier code used for the **same product**. There is no suggestion whatever in Rothschild (with Nenov) of "accumulating" in a first database "object identifier code mapping information from identifier codes **derived from** data representing **messages supporting commercial transactions** and sent between entities desiring to effect a commercial transaction". There is no suggestion whatever in Rothschild (with Nenov) of actively searching by "generating a plurality of messages incorporating said extracted first identifier code" for "initiating a search of a plurality of different identifier code databases" including the "object identifier code mapping information" for linking one product identifier code to a different product identifier code used for the same product.

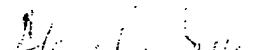
Nenov (with Rothschild) nowhere suggests generating a "plurality of messages" incorporating identifier codes extracted from the commercial transaction messages, for "initiating a search of a **plurality** of different identifier code databases" to acquire "different identifier codes corresponding to said first identifier code in response to communicating said plurality of messages". Nenov (with Rothschild) nowhere suggests "**accumulating, in a first database, object identifier code mapping information from identifier codes derived**" (extracted) "**from** data representing messages supporting **commercial transactions** and sent between entities desiring to effect a commercial transaction".

Claims 2-20 are considered to be patentable for reasons given in connection with claim 1 and for reasons given in the response previously filed in response to the Office Action dated May 7, 2007.

Consequently withdrawal of the rejection of claims 1-20 under 35 USC 103(a) is respectfully requested.

Having fully addressed the Examiner's rejections, it is believed that, in view of the preceding amendments and remarks, this application stands in condition for allowance. Accordingly then, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the applicant's attorney at the phone number below, so that a mutually convenient date and time for a telephonic interview may be scheduled.

Respectfully submitted,



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